

# PRSA

**D&I Strategic Plan**  
2020-2022

## Overall Goal

Position PRSA as a model for the communications profession, reflecting exemplary leadership in diversity and inclusion (D&I).

### Objective 1

Increase awareness and understanding of PRSA as a diverse and inclusive organization among its members and staff by 15% by 2023.

#### Strategy 1

Develop and execute programs and activities that advance awareness of D&I with internal PRSA stakeholders including, but not limited to, Chapters, Districts and Sections.

- Adopt a unified statement on diversity and inclusion to guide PRSA D&I activities and reinforce significance/value of being a diverse and inclusive organization.
- Chapters publish D&I statements online.
- Provide D&I training including unconscious bias education.
- Monthly calls are established with Chapter diversity chairs to expand and strengthen PRSA relationships.
- PRSA D&I Toolkit is updated to reflect today's best practices and is available online for easy member and leadership access.
- Promulgate D&I dashboard for Chapters and D&I liaison to measure activities.
- Execute internal benchmark D&I survey.
- Conduct census to methodically assess diversity.

#### Strategy 2

Elevate D&I best practices that advocate and celebrate diversity and inclusion activities within PRSA.

- Highlight D&I activities in PRSA publications and social media channels.
- Expand multicultural communications, D&I category in Silver Anvil.
- When applicable, highlight D&I measures or representation in Gold Anvil winners.
- Obtain and share D&I case studies for use/reference.

### Objective 2

Increase diverse representation among leadership throughout all levels of PRSA by 25% by 2023.

#### Strategy 1

Build a pipeline of diverse leaders across Chapters, Districts and Sections.

- Identify diverse leaders of all Chapters, Districts and Sections.
- Communicate desire to increase D&I to leadership at Chapter, District, Section and Committee levels and request they begin identifying potential leaders to court for service.

- Amplify a call to action for PRSA Board of Directors to actively seek and court diverse leaders for the PRSA Board.
- Create areas of interest within PRSA to serve specifically LGBTQ, Hispanics/Latinx, African Americans and Asian Americans-Pacific Islanders practitioners.

## Strategy 2

Promote mentorship and support as a way to grow and motivate diverse leaders.

- In addition to the D&I Committee, establish a standing PRSA D&I Section to expand and promote the inclusion of PRSA members.
- Include participation from a PRSA Board member during PRSA Board meetings.

## Objective 3

**Increase awareness of PRSA as a diverse and inclusive organization among external stakeholders by 15% by 2023.**

### Strategy 1

Develop and execute programs and activities that advance awareness of D&I with external PRSA stakeholders including agencies, corporate leaders, journalists, etc.

- Establish external survey to measure this objective.
- Seek additional opportunities to “tell the D&I story” using PRSA and other thought leaders.
- Seek and partner with multicultural organizations including, but not limited to, the Black PR Society, ColorComm and the Hispanic Public Relations Association to develop programming and opportunities that elevate D&I and allow for recruitment and retention of members.
- Work with PRSA marketing and communications teams to strengthen voice and branding strategies for internal and external diverse audiences.

### Strategy 2

Seek authentic opportunities to “tell the D&I story” using PRSA’s current thought leaders in D&I.

- Increase coverage of D&I subject matter and contributions from diverse voices in Strategies & Tactics, PRSA blog, PRSA’s social media channels, etc.
- Provide list of D&I speakers for PRSA Speakers Bureau found on PRSA.org that can be accessed by Chapters, Districts and Sections for professional development programming.
- Provide PRSA staff additional recognized D&I speakers for the PRSA International Conference and professional development sessions who can address relevant D&I topics and themes.

### Strategy 3

Serve as a resource to the Board of Directors on matters of diversity and inclusion.

- Each year, hold briefing with incoming Chair and Chair-elect on issues and trending topics related to diversity and inclusion.

## Objective 4

Increase and retain the number of multicultural students in PRSSA and new multicultural professionals into PRSA by 15% by 2023.

### Strategy 1

Advance efforts for attracting and retaining diverse students into PRSSA through outreach to Historically Black Colleges and Universities (HBCUs) and Hispanic Serving Institutions (HSIs).

- Promote PRSSA among college campuses to create awareness of what the organization can offer to communication, public relations, marketing, advertising and liberal arts students.
- Offer 60-day access to PRSA/PRSSA membership and member benefits to communication programs with no PRSSA Chapters.
- Provide various PRSA and PRSSA publications to college campuses that promote student organizations to raise awareness about offerings.
- Launch an annual leadership/professional development event geared specifically for PRSSA diverse students within and beyond HBCUs and HSIs.
- Enhance/improve communications with PRSSA Faculty Advisers.
- Provide additional mentorship opportunities for Professional Advisers at HBCUs and HSIs.
- Evaluate PRSSA's mentorship program (PRoud) to improve engagement, functionality and results and/or consider any other establishment for a PRSA mentorship program.

### Strategy 2

Create an endowment, increase scholarships and develop other means for reducing expenses for diverse students, graduates and new professionals as they transition to PRSSA/PRSA.

- Work with the PRSA Foundation (and Champions for PRSSA) to build a strategic fundraising effort.
- Work with the New Professionals and Counselors to Higher Education Sections to promote fundraising efforts.
- Faculty Adviser funding and scholarship support opportunities.

### Strategy 3

Infuse New Professionals Section with more diversity and engagement strategies.

- Adopt a focus on D&I for the New Professionals Section to more quickly increase the overall diversity of PRSA.
- Review and develop engagement strategies to better serve the PRSA New Professionals Section.

## PRSA D&I Strategic Planning Committee

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Felicia Blow, APR

### Members

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Adriënne Bolden  
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Cheryll Forsatz  
Kevin Gaydosh, APR, Fellow PRSA  
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James Shackelford, APR  
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